and arranged for sequentially projecting a plurality of still images;

a mirror spaced from the display window inside the building, said slide transparency projector means being directed at the mirror, and wherein the angular orientation of the mirror is adjustable for directing a projected image on the deployed screen at the display window display aperture, said mirror being adjusted and arranged to define the optical path so that the focal plane of projected images falls substantially at the display aperture on the deployed screen;

second timer means operatively coupled to said slide transparency projector means, said second timer means being adjustable for generating sequential timing signals for advancing the slide transparency projector means for projection of sequential images during time intervals of sufficient duration selected to preclude objectionable or distracting motion effects to viewers outside the building;

thereby providing at the building display window the display aperture of a billboard scale outdoor advertising medium with all equipment housed inside the building and with changeable advertising messages at the display aperture during the first time period of the day.

16. The projection system of claim **15**, wherein the mirror comprises a plane mirror and further comprising adjustable bracket mounting means for mounting said mirror, said mounting bracket means being adjustable in two independent dimensions for adjusting the angular orientation of the mirror in two planes.

17. The projection system of claim **15**, wherein the belt means comprises first and second belts positioned respectively at the upper and lower boundaries of the display window so that the belts do not obstruct or obscure the display window when the screen is rolled up and retracted.

18. The projection system of claim **17**, wherein the first and second belts are endless loops driven by the screen motor means, said screen comprising a leading end for deploying and retracting the screen on the roll and wherein the leading end of the screen is coupled to said first and second belts for deploying and retracting the screen.

19. The projection system of claim **18** wherein the endless loop first and second belts are mounted on pulleys, said pulleys comprising a pair of pulleys mounted on a shaft on each side of the screen, said rear projection screen roll being formed on one shaft, said screen motor means being operatively coupled for rotation of said pulleys and shafts and translation of the leading edge of the screen in synchronism.

20. A method of displaying outdoor advertising messages and other communications on a billboard scale comprising:

mounting a deployable and retractible rear projection screen adjacent to a display window of a building;

assembling elements of an image projection system including an image projector and optical path defining optical elements inside the building with reference to the display window of the building so that the display window constitutes and defines the display aperture or viewing aperture substantially at the focal plane of the image projection system;

deploying the rear projection screen across the display window aperture of the image projection system at a first selected time after the daylight hours of the day and actuating the image projector;

periodically advancing the image projector so that different still images are sequentially projected on the rear projection screen during time intervals of sufficient duration to preclude objectionable or distracting motion effects on viewers outside the building;

turning off the image projector at a second selected time prior to daylight hours of the day and retracting the screen from the display window aperture so that the display window functions as the display aperture of the projection system during selected hours of substantial darkness for viewing images from outside the building and so that the display window functions as a building display window during daylight hours of the day.

21. A method of displaying outdoor advertising messages and other communications on a billboard scale comprising:

providing a rear projection screen adjacent to a display window of a building on the inside of the building;

assembling elements of an image projection system including an image projector and optical path defining optical elements inside the building with reference to the display window of the building so that the display window constitutes and defines the display aperture or viewing aperture substantially at the focal plane of the image projection system;

deploying the rear projection screen across the display window aperture of the image projection system at a first selected time after the daylight hours of the day and actuating the image projector;

periodically advancing the image projector so that different still images are sequentially projected on the rear projection screen during time intervals of sufficient duration to preclude objectionable or distracting motion effects on viewers outside the building;

turning off the image projector at a second selected time prior to daylight hours of the day and removing the screen from the display window aperture so that the display window functions as the display aperture of the projection system during selected hours of substantial darkness for viewing images from outside the building and so that the display window may function as a building display window during daylight hours of the day.

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